



CYNTHIA A. HARDING, M.P.H.
Interim Director

JEFFREY D. GUNZENHAUSER, M.D., M.P.H.
Interim Health Officer

313 North Figueroa Street, Room 708
Los Angeles, California 90012
TEL (213) 240-8158 • FAX (213) 481-2739

www.publichealth.lacounty.gov



BOARD OF SUPERVISORS

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November 18, 2014

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

38 of November 18, 2014

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

Dear Supervisors:

APPROVAL TO AMEND COUNTY CONTRACT NUMBER PH-000569 WITH KCBS MARKETING, INC. EFFECTIVE JANUARY 1, 2015 THROUGH JUNE 30, 2015 (ALL SUPERVISORIAL DISTRICTS) (3 VOTES)

SUBJECT

Request approval to execute a contract amendment to the HIV/STD Social Marketing Services Agreement with KCBS Marketing, Inc.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve and instruct the Interim Director of the Department of Public Health (DPH), or her designee, to execute a contract amendment, substantially similar to Exhibit I, to Contract Number PH-000569 with KCBS Marketing, Inc. (KCBS) to extend the contract term for six months, effective January 1, 2015 through June 30, 2015, at a maximum obligation of \$400,000; 100 percent offset by Centers for Disease Control and Prevention (CDC) funds.
2. Delegate authority to the Interim Director of DPH, or her designee, to execute amendments to the contract that provide an increase or decrease in funding up to 10 percent above or below the annual base maximum obligation, effective upon amendment execution or at the beginning of the applicable contract term, and make corresponding service adjustments, as necessary, subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office (CEO).
3. Delegate authority to the Interim Director of DPH, or her designee, to execute change notices to the contract that authorize modifications to or within schedule budget categories, and corresponding service adjustments, as necessary; changes to hours of operation and/or service locations; and/or corrections of errors in the contract's terms and conditions.

4. Delegate authority to the Interim Director of DPH, or her designee, to terminate for convenience the contract during the six-month extension period by providing a 30 calendar day advance written notice upon DPH's completion of a competitive Media Work Order Solicitation (WOS) process, subject to review and approval by County Counsel.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of Recommendation 1 will allow DPH's Division of HIV and STD Programs (DHSP) to continue to contract with KCBS for social media for HIV and STD social marketing and condom distribution campaign services until a work order can be executed as a result of a Media WOS released on October 24, 2014. Social marketing and condom distribution campaigns are proven, effective programs for the prevention of HIV and STDs and are interventions required by the CDC for jurisdictions like Los Angeles County that are directly funded for HIV and STD prevention. Maintaining the existing social marketing contract with KCBS until a new contractor is selected and a work order is executed will ensure continued compliance with CDC requirements.

Approval of Recommendation 2 will allow DPH to execute amendments to the contract to increase or decrease funding up to 10 percent above or below the annual base maximum obligation, effective upon amendment execution or at the beginning of the applicable contract term, and make corresponding service adjustments, as necessary. This recommendation will enable DPH to amend the contract to allow for the provision of additional units of funded services that are above the service level identified in the current contract and/or the inclusion of unreimbursed eligible costs, based on the availability of grant funds and grant funder approval. While the County is under no obligation to pay a contractor beyond what is identified in the original executed contract, the County may determine that the contractor has provided evidence of eligible costs for qualifying contracted services and that it is in the County's best interest to increase the maximum contract obligation as a result of receipt of additional grant funds or a determination that funds should be reallocated. This recommendation has no impact on net County cost.

Approval of Recommendation 3 will allow DPH to execute change notices to the contract that authorize modifications to or within budget categories and corresponding service adjustments, as necessary; changes to hours of operation and/or service locations; and/or corrections of errors in the contract's terms and conditions.

Approval of Recommendation 4 will allow DPH to terminate the KCBS contract during the six-month extension period by providing a 30-day advance written termination notice upon completion of the competitive solicitation process currently in progress.

Implementation of Strategic Plan Goals

The recommended actions support Goal 3, Integrated Services Delivery, of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

The total cost of the amendment is \$400,000 for the six month period of January 1, 2015 through June 30, 2015; 100 percent offset by CDC funds.

There is no net County cost associated with this action.

Funding for this amendment is included in DPH's fiscal year 2014-15 Final Adopted Budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

KCBS provides countywide social marketing services to promote HIV prevention and HIV and STD screening; raise the level of awareness for HIV and STD infection risk; influence community norms; and promote behaviors that lower the risk of HIV or STD infection for at-risk persons in the County, including the distribution of free condoms across the County.

County Counsel has approved Exhibit I as to use.

CONTRACTING PROCESS

Following completion of a competitive solicitation process in 2007, on September 9, 2008, your Board approved the execution of an HIV/AIDS social marketing services contract with KCBS (Contract Number PH-000569) for the period of date of Board approval through June 30, 2011 for a total maximum obligation of \$2,400,000, with provisions for two 12-month extensions through June 30, 2013 and six month-to-month extensions through December 31, 2013; offset by CDC, California Department of Public Health, Office of AIDS (CDPH-OA), and net County cost funds.

Since your Board's approval of this contract, there have been fluctuations in contract funding resulting from reductions in grant funding and subsequent identification of additional resources. These funding fluctuations resulted in corresponding adjustments to funding allocations and revisions to scopes of work.

On July 1, 2011, DPH amended the KCBS contract, as approved by your Board to extend the term for two 12-month extensions through June 30, 2013, at an annual maximum obligation of \$650,000. Subsequently, on January 13, 2012 and November 19, 2012, your Board was notified that DPH exercised its delegated authority to amend the scope of work and increase the maximum obligation to \$844,450 for the period of July 1, 2011 through June 30, 2012; and to \$800,000 for the period of July 1, 2012 through June 30, 2013; offset by CDC and Cy Pres – Utility Users Tax Settlement funds.

On July 1, 2013, DPH amended the KCBS contract, as approved by your Board to extend the term for six additional months through December 31, 2013, at a maximum obligation of \$400,000; 100 percent offset by CDC funds.

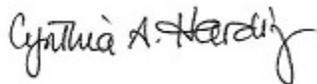
On January 1, 2014, DPH amended the KCBS contract, as approved by your Board on December 10, 2013, to extend the term for 12 months through December 31, 2014 and revise the name of the services to HIV/STD Social Marketing Services, at a maximum obligation of \$800,000; 100 percent offset by CDC funds.

On October 24, 2014, DPH released WOS Number MEDIA-WOS-4 utilizing the media services Master Agreements approved by your Board on April 9, 2013. Due to administrative delays with the WOS process, DPH anticipates that media services under the WOS will begin in early 2015. At that time, DPH will exercise the delegated authority recommended in this Board letter to terminate the KCBS contract.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommended actions will allow DPH to continue to provide HIV/STD social marketing activities that promote HIV and STD prevention and screening, raise the level of awareness for HIV/STD infection risk, influence community norms, and promote behaviors that lower the risk of HIV/STD infection for at-risk persons in Los Angeles County.

Respectfully submitted,

A handwritten signature in black ink that reads "Cynthia A. Harding". The signature is written in a cursive style.

Cynthia A. Harding, M.P.H.

Interim Director

CAH:MJP:ilm

BL #03133

Enclosures

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

Contract No. PH-000569-9

**HUMAN IMMUNODEFICIENCY VIRUS (HIV)/
SEXUALLY TRANSMITTED DISEASE (STD)
SOCIAL MARKETING SERVICES AGREEMENT**

Amendment No.9

THIS AMENDMENT is made and entered into this _____ day
of _____, 2014,

by and between

COUNTY OF LOS ANGELES
(hereafter "County"),

and

KCBS MARKETING, INC.
(hereafter "Contractor").

WHEREAS, reference is made to that certain document entitled " HIV/STD
SOCIAL MARKETING SERVICES AGREEMENT", dated September 9, 2008, and
further identified as Agreement Number PH-000569, and any Amendments thereto (all
hereafter "Agreement"); and

WHEREAS, County has awarded grant funds from the Centers for Disease
Control and Prevention (hereafter "CDC") Catalog of Federal Domestic Assistance
(CFDA) Number 93.940; and

WHEREAS, it is the intent of the parties hereto to extend the Agreement and
provide other changes set forth herein; and

WHEREAS, said Agreement provides that changes may be made in the form of a
written amendment which is formally approved and executed by the parties; and

WHEREAS, the Amendment Format has been approved by County Counsel.

NOW, THEREFORE, the parties hereto agree as follows:

1. This Amendment shall be effective January 1, 2015.

2. The first paragraph of Paragraph 1, TERM, shall be amended to read as follows:

“1. TERM: The term of this Agreement shall commence on September 9, 2008, and shall continue in full force and effect through June 30, 2015. In any event, County may terminate this Agreement during the six-month extension period by providing a thirty (30) calendar day advance written notice in accordance with the TERMINATION Paragraphs of the ADDITIONAL PROVISIONS hereunder.”

3. Paragraph 3, MAXIMUM OBLIGATION OF COUNTY, Subparagraph I, shall be added to read as follows:

“3. MAXIMUM OBLIGATION OF COUNTY:

I. During the period of January 1, 2015 through June 30, 2015, the maximum obligation of County for HIV/STD Social Marketing services provided hereunder shall not exceed Four Hundred Thousand Dollars (\$400,000).

Such maximum obligation is comprised of Centers for Disease Control and Prevention (CDC) funds. This sum represents the total allocation of County as shown in Schedule 9, attached hereto and incorporated herein by reference.”

4. Paragraph 9, COMPENSATION, shall be amended to read as follows:

“9. COMPENSATION: County agrees to compensate Contractor for performing services hereunder for actual allowable reimbursable cost as set forth in Schedule 9, the BILLING AND PAYMENT Paragraph of the Agreement.

Invoices and cost reports must be submitted and will be reimbursed in accordance with approved line-item detailed budgets.”

5. Paragraph 24, TIME OFF FOR VOTING, shall be added to read as follows:

”24. TIME OFF FOR VOTING:

The Contractor shall notify its employees, and shall require each subcontractor to notify and provide to its employees, information regarding the time off for voting law (Elections Code Section 14000). Not less than ten (10) days before every statewide election, every Contractor and subcontractors shall keep posted conspicuously at the place of work, if practicable, or elsewhere where it can be seen as employees come or go to their place of work, a notice setting forth the provisions of Section 14000.”

6. Paragraph 25, WHISTLEBLOWER PROTECTIONS, shall be added to read as follows:

”25. WHISTLEBLOWER PROTECTIONS:

A. Per statute 41 United States Code (U.S.C.) 4712, all employees working for contractors, grantees, subcontractors, and subgrantees on federal grants and contracts are subject to whistleblower rights, remedies, and protections and may not be discharged, demoted, or otherwise discriminated against as a reprisal for whistleblowing. In addition, whistleblowing protections cannot be waived by any agreement, policy, form, or condition of employment.

B. Whistleblowing is defined as making a disclosure “that the employee reasonably believes” is evidence of any of the following: gross mismanagement of a federal contract or grant; a gross waste of federal funds; an abuse of authority relating to a federal contract or grant; a substantial and specific danger to public health or safety; or a violation of law, rule, or regulation related to a federal contract or grant (including the competition for, or negotiation of, a contract or grant). To qualify under the statute, the employee’s disclosure must be made to: a member of Congress, or a representative of a Congressional committee; an Inspector General; the Government Accountability Office; a federal employee responsible for contract or grant oversight or management at the relevant agency; an official from the Department of Justice, or other law enforcement agency; a court or grand jury; or a management official or other employee of the contractor, subcontractor, grantee, or subgrantee who has the responsibility to investigate, discover, or address misconduct.

C. The National Defense Authorization Act for fiscal year 2013, enacted January 2, 2013, mandates a Pilot Program for Enhancement of Contractor Employee Whistleblower Protections that requires that all grantees, their subgrantees, and subcontractors: to inform their employees working on any federal award that they are subject to the whistleblower rights and remedies of the pilot program; to inform their employees in writing of the employee whistleblower protections under statute 41 U.S.C. 4712 in the predominant native language of the

workforce; and, contractors and grantees shall include such requirements in any agreement made with a subcontractor or subgrantee.”

7. Effective on the date of this Amendment, Exhibit G and G-1, SCOPE(S) OF WORK FOR HIV/STD SOCIAL MARKETING SERVICES, shall be attached hereto and incorporated herein by reference.

8. Effective on the date of this Amendment, Schedule 9, BUDGET FOR HIV/STD SOCIAL MARKETING SERVICES, shall be attached hereto and incorporated herein by reference.

9. Except for the changes set forth herein above, Agreement shall not be changed in any respect by this Amendment.

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IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Amendment to be subscribed by its Interim Director of Public Health, and Contractor has caused this Amendment to be subscribed in its behalf by its duly authorized officer, the day, month, and year first above written.

COUNTY OF LOS ANGELES

By _____
Cynthia A, Harding, M.P.H.
Interim Director

KCBS MARKETING, INC.
Contractor

By _____
Signature

Printed Name

Title _____
(AFFIX CORPORATE SEAL)

APPROVED AS TO FORM
BY THE OFFICE OF THE COUNTY COUNSEL
MARK J. SALADINO
County Counsel

APPROVED AS TO CONTRACT
ADMINISTRATION:

Department of Public Health

By _____
Patricia Gibson, Chief
Contracts and Grants Division

#03133;jlm

PH-000569-9

EXHIBIT G**KCBS MARKETING, INC.
HIV/STD SOCIAL MARKETING SERVICES AGREEMENT**

1. Exhibit F, Paragraph 4, COUNTY'S MAXIMUM OBLIGATION, Subparagraph I, shall be added to read as follows:

“4. COUNTY'S MAXIMUM OBLIGATION:

I. During the period of January 1, 2015 through June 30, 2015, the maximum obligation of County for HIV/STD social marketing services provided hereunder shall not exceed Four Hundred Thousand Dollars (\$400,000).”

2. Exhibit F, Paragraph 6, COMPENSATION, Subparagraph A, shall be amended to read as follows:

“6. COMPENSATION:

A. County agrees to compensate Contractor for performing services hereunder as set forth in Schedule 9. Invoices and cost reports must be submitted and will be reimbursed in accordance with approved line-item detailed budgets.”

3. Exhibit F, The first paragraph of Paragraph 7, SERVICES TO BE PROVIDED, shall be amended to read as follows:

“7. SERVICES TO BE PROVIDED: Contractor shall provide HIV/STD Social Marketing services in accordance with procedures formulated and adopted by Contractor's staff consistent with laws, regulation, and the terms of

this Agreement. Additionally Contractor shall provide such services as described in Exhibit G and G-1, attached hereto and incorporated herein by reference.”

SCHEDULE 9**KCBS MARKETING, INC.
HIV/STD SOCIAL MARKETING SERVICES AGREEMENT**

	<u>Budget Period</u> January 1, 2015 Through <u>June 30, 2015</u>
Operating Expenses	\$400,000
Indirect Cost	<u>\$ 0</u>
TOTAL PROGRAM BUDGET	\$400,000

During the term of this Agreement, any variation to the above budget must have prior written approval of the Division of HIV and STD Programs Director. Funds shall only be utilized for eligible program expenses. Invoices and cost reports must be submitted and will be reimbursed in accordance with approved line-item detailed budgets.

**EXHIBIT G-1
 SCOPE OF WORK
 HIV/STD SOCIAL MARKETING SERVICES
 January 1, 2015 through June 30, 2015**

OBJECTIVE(S)	IMPLEMENTATION ACTIVITIES	TIMELINE	DELIVERABLES
Websites	Maintain existing websites: EraseDoubt.org, LACondom.com, DontThinkKnow.org, POZForward.org, ReallyCheckYourself.org, BetterToKnow.me and BorraLaDuda.org and update content on monthly basis including but not limited to: <ul style="list-style-type: none"> • Relevant articles • Relevant videos • Photographs • Banners • Events and key dates • Current marketing initiatives • Update 'About Us' section • Strategy suggestions • Maintain functionality of sites, including trouble shooting with host(s) Updated content as specified by DHSP	01/01/15 through 06/30/15	Monthly report of website activity including: <ul style="list-style-type: none"> • Traffic or usage summary • Summary of content added / changed • Calendar updates, when applicable • Screen shots / documentation • Mirror work done on English sites to the Spanish sites, when applicable
Social Media Outreach	Develop strategy to reach DHSP target audience via social media outlets. Maintain/Update existing social media profiles Facebook, YouTube and Instagram with relevant content Develop press outreach strategy for campaign updates, including but not limited to new videos, enhanced creative or community event activities Capture relevant photographs and videos for social media content. Maintain communication and engagement with community partners/volunteers to enhance campaign messaging outreach Provide strategic counsel of community events, messaging and relevant opportunities	01/01/15 through 06/30/15	Deliverables to include: <ul style="list-style-type: none"> • Monthly postings of relevant and/or current content including but not limited to: <ul style="list-style-type: none"> ○ Photographs ○ Articles ○ Videos ○ Links • Monthly summary report including: <ul style="list-style-type: none"> ○ Social media activities & organic reach • Update relevant websites with press material and or articles • Partner and volunteer summary report of activity
PSA Video/Audio Development	Write and produce audio and/or video PSAs to highlight campaign messaging for outreach in suggested media. To include but not be limited to: <ul style="list-style-type: none"> • Local radio • Social media outlets (e.g., Facebook, YouTube) • LACondom.com • EraseDoubt.org • BorraLaDuda.org 	01/01/15 through 06/30/15	Deliverables to include: <ul style="list-style-type: none"> • Sample scripts for video and/or audio PSA submitted to DHSP for approval prior to production • Final copy of audio and or video PSAs • Strategy report for distribution • Monthly summary report including: <ul style="list-style-type: none"> ○ Platforms used for distribution

**EXHIBIT G-1
 SCOPE OF WORK
 HIV/STD SOCIAL MARKETING SERVICES
 January 1, 2015 through June 30, 2015**

OBJECTIVE(S)	IMPLEMENTATION ACTIVITIES	TIMELINE	DELIVERABLES
			<ul style="list-style-type: none"> ○ Outreach impressions/results
PSA In-Kind Commitment	<p>Commit to running a minimum of 50 PSAs valued at over \$30,000 in media</p> <p>Write and produce all PSAs encouraging condom use to fight STDs</p> <p>Secure minimum of 1 earned media community affairs segment on condom use</p>	<p>01/01/15 through 06/30/15</p>	<p>Deliverables to include:</p> <ul style="list-style-type: none"> ● Scripts for PSA audio submitted to DHSP for approval prior to production ● Digital audio files of final PSAs ● Digital audio files of radio/TV segment ● Monthly summary report including: <ul style="list-style-type: none"> ○ Approved scripts ○ Airing dates ○ Airing frequency ○ Evaluation
Media	<p>Develop a comprehensive media strategy, timeline and budget for DHSP approval.</p> <p>Develop a media plan for media partners and launch a zip code-targeted multi-media campaign with DHSP approved messaging.</p> <p>Negotiate contracts with media partners using, but not limited to:</p> <ul style="list-style-type: none"> ● Facebook ● Outdoor media ● Bars and/or gyms ● Radio ● Digital/E-Blasts ● Print ● Mobile ● Gas Pumps <p>Place media and traffic approved creative</p>	<p>01/01/15 through 06/30/15</p>	<p>Deliverables to include:</p> <ul style="list-style-type: none"> ● Develop comprehensive media strategy for DHSP approval ● Submit media plan with summary of negotiated rates and budgets, per medium ● Develop production timelines and execution timelines for media launches ● Recommendation of creative to use per medium ● Develop a post-campaign report that provides a comprehensive summary of: <ul style="list-style-type: none"> ○ Impressions/Daily Effective Reach/Total Market Value ○ Photographs or air checks used in each medium ○ Proof of performance ● Final Post-campaign report due 90 days upon termination of the contract, which includes comprehensive summary of all media used in campaign.
Grassroots Marketing	<p>Generate awareness of condom use and safe sex practices among target audience by engaging and interacting with them at events in LA County high risk zip codes including:</p> <ul style="list-style-type: none"> ● High-profile events ● Community-based events ● High-traffic destinations <p>Train street teams on brand messaging.</p> <p>Coordinate street team appearances and distribute marketing collateral</p>	<p>01/01/15 through 06/30/15</p>	<p>Deliverables to include:</p> <ul style="list-style-type: none"> ● Target list of a minimum of: <ul style="list-style-type: none"> ○ 2 high-profile events ○ 3 community-based events ○ 5 high-traffic destinations ● Street team training ● Calendar of approved appearances submitted monthly ● Work with DPH to secure on-site testing opportunities, when applicable ● Event recaps including at minimum: <ul style="list-style-type: none"> ○ Approximate number of attendees

**EXHIBIT G-1
 SCOPE OF WORK
 HIV/STD SOCIAL MARKETING SERVICES
 January 1, 2015 through June 30, 2015**

OBJECTIVE(S)	IMPLEMENTATION ACTIVITIES	TIMELINE	DELIVERABLES
	Hold meeting with community members, including but not limited to: gay athletes, Lesbian, Gay, Bisexual, Transgender communities, faith-based organizations, local businesses, and other organizations in African American and/or Latino communities to obtain feedback on ad concepts and distribution.		<ul style="list-style-type: none"> o Demographic breakdown o Promotional materials o Collateral distribution o Event photographs <ul style="list-style-type: none"> • Documentation of a minimum of 2 meetings with community member groups (meeting recap notes) <p>Contractor shall maintain on file and provide an electronic copy of any reports and provide DHSP Program Manager with a proposed timeline for meetings.</p>
Condom Distribution	<p>Manage and revise, as needed, strategy to promote the location of free condoms and the use of condoms in LA County.</p> <p>Purchase condoms and manage condom distribution throughout L.A. County utilizing existing vendor, ONE Condoms.</p> <p>Reach out to existing partners on regular basis to maintain stock levels</p> <p>Recruit new distribution sites within LA County approved zip codes</p> <p>Utilize LACondom.com to promote and distribute condoms.</p>	01/01/15 through 06/30/15	Deliverables to include: <ul style="list-style-type: none"> • Maintain and enhance current distribution strategy • Purchase and distribute condoms to approved distribution sites when order come in <ul style="list-style-type: none"> o Minimum 500,000 condoms • Maintain communication with existing condom distribution sites (approximately 488) • Work with select condom vendor to manage execution logistics and deliverables of condoms to approved sites • Recruit businesses to distribute free condoms to residents. Minimum of 10/per month • Monthly summary report on distribution activity
Partnership Marketing	<p>Prospect and secure corporate partnerships to expand market reach and help increase condom use and safe sex practices for L.A. county residents to include but not be limited to:</p> <ul style="list-style-type: none"> • Retail locations • Partner email blasts • Partner websites • Lube partners 	01/01/15 through 06/30/15	Deliverables to include: <ul style="list-style-type: none"> • List summarizing prospective partners and partnership details • Minimum of 3 approved partnerships to DHSP for activation approval • Monthly report including: <ul style="list-style-type: none"> o Summary of partners secured o Partnership integration o Photographs o Screen shots o Value-adds if applicable • Annual summary report of all partners due 90 days upon termination of this contract.
Printing and Production	<p>Manage print and production of all campaign-related promotional collateral to be distributed and used in grassroots marketing including but not limited to:</p> <ul style="list-style-type: none"> • T-shirts • Printed pieces (brochures, cards, etc.) • Stickers 	01/01/15 through 06/30/15	<ul style="list-style-type: none"> • List of suggested quantities and pricing to DHSP for printing approval • Production dates and timelines • Creative proofs to DHSP for approval before production • Final printing amount per item

**EXHIBIT G-1
 SCOPE OF WORK
 HIV/STD SOCIAL MARKETING SERVICES
 January 1, 2015 through June 30, 2015**

OBJECTIVE(S)	IMPLEMENTATION ACTIVITIES	TIMELINE	DELIVERABLES
	<ul style="list-style-type: none"> • Event giveaways • Signage 		<ul style="list-style-type: none"> • Samples of each piece of collateral
Creative Development	<p>Development of all campaign creative to be used for all mechanicals using adaptations of already approved creative.</p> <p>Design creative concepts for each element with summary of why strategy is being recommended</p>	<p>01/01/15 through 06/30/15</p>	<p>Deliverables to include:</p> <ul style="list-style-type: none"> • Creative concepts and/or drafts to DHSP for approval for: <ul style="list-style-type: none"> ○ All media elements (outdoor, posters, etc.) ○ Web banners/ Social media posts ○ Printed pieces ○ Promotional merchandise • Final approved version to DHSP in layered and JPEG formats
Mobile Marketing	<p>Mobile marketing vehicle (such as a motorhome) that can serve as a large mobile billboard featuring the current campaign highlighting approved messaging. Drive vehicle around and park in targeted zip codes on weekly basis at grassroots marketing events and/or testing locations to encourage condom use. Distribute promotional items, condoms and/or printed collateral where appropriate.</p>	<p>01/01/15 through 06/30/15</p>	<p>Deliverables to include:</p> <ul style="list-style-type: none"> • List of zip codes to target for weekly drives to DHSP for approval • Minimum of 15 vehicle appearances • Photographs of wrapped vehicle parked and specific locations and at events • Detailed monthly report of vehicle tours including: <ul style="list-style-type: none"> ○ Zip codes driven through ○ Dates and times of drive-thrus ○ Photographs ○ Number of collateral distributed ○ Target audience
Invoicing	<p>Submit monthly invoices and recap of marketing activities</p>	<p>01/01/15 through 06/30/15</p>	<p>Deliverables to include:</p> <ul style="list-style-type: none"> • Monthly invoice with recap of marketing activity, processed invoices, and value delivered to DHSP – one hard copy, one digital copy <p>Final summary report of all invoices to be included in the Campaign Wrap Up Report – one hard copy, one digital copy</p>
Coordination of Campaign	<p>Work to coordinate all aspects of the Scope of Work.</p> <p>Develop integrated marketing plan generating awareness of HIV, gonorrhea and chlamydia, and drive requests for HIV/STD prevention and care information and home testing kits using existing websites: LAcondom.com, EraseDoubt.org, Don't Think Know, Really Check Yourself, POZForward.org, and BetterToKnow.me.</p> <p>Provide marketing plan to DHSP.</p>	<p>01/01/15 through 06/30/15</p>	<p>Deliverables to include:</p> <ul style="list-style-type: none"> • Managing all parts of a comprehensive campaign • Staffing and manning events • Coordinating creative and media buys • Managing public relations and social media outreach • Managing websites • Managing partnerships • Manage grassroots activities

**EXHIBIT G-1
 SCOPE OF WORK
 HIV/STD SOCIAL MARKETING SERVICES
 January 1, 2015 through June 30, 2015**

OBJECTIVE(S)	IMPLEMENTATION ACTIVITIES	TIMELINE	DELIVERABLES
	Coordinate implementation of the marketing plans. Negotiate media buys and production with all vendors.		
Campaign Wrap-Up Report	Develop a comprehensive Campaign Wrap-Up Report of program initiatives including but not limited to: <ul style="list-style-type: none"> • Website(s) report • PR/Social Media • PSA Video & Audio Development • PSA In-kind commitment • Media • Grassroots Marketing/Events • Condom Distribution • Partnership Marketing • Printing & Production • Creative Development • Mobile Marketing 	By June 30, 2015	Campaign wrap-up report in requested format provided no later than 30 days upon termination of this contract.
Public Relations	Develop and execute, upon DPH approval, a minimum of 3 Media/PR opportunities to secure non-paid target market media support Coordinate and execute, upon DPH approval, media outreach initiatives including: <ul style="list-style-type: none"> • Developing press materials including press releases, media alerts, mat columns, when applicable • Pitching local media • Securing interviews in local media outlets • Developing photos or b-roll for media usage for each PR opportunity, when applicable Monitor media activity on daily basis	01/01/15 through 06/30/15	Deliverables to include: <ul style="list-style-type: none"> • Minimum of 3 press opportunities conditional upon DPH approval • Media and PR strategy to DHSP for approval • Copy of final press materials as applicable • Event photos and/or b-roll to DHSP for approval prior to media distribution, where applicable • Summary of press opportunities due to DHSP 30 days after outreach including: <ul style="list-style-type: none"> ○ Media hits ○ Impression values